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**SOUTH CAROLINA
EDUCATIONAL TELEVISION
COMMISSION**

**Annual
Accountability
Report
1996-97**

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October 15, 1997

To His Excellency, Governor David M. Beasley, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 1-1-810, and 1-1-820, Code of Laws of South Carolina I am transmitting to you the annual accountability report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1997.

South Carolina ETV was founded on the belief that television could be used as a tool to enhance the learning process. We believe that educational television can provide educational opportunities through equal access to SC ETV's services and programs--regardless of geographic location or economic status. Our priorities have remained constant over the past 39 years: our first priority is to the children of South Carolina through K-12 initiatives; the second priority is to adults seeking adult and higher education; and the third priority is to assist other South Carolina state agencies that wish to utilize SC ETV's services to enrich and protect the lives of all South Carolinians.

This year presented some interesting challenges and transitions. In July, the chairmanship of the SC ETV Commission changed hands. Long-time board member, John M. Rivers, Jr., became the ETV Commission Chairman. The new Telecommunications Center opened. All 32 channels on the ETV satellite system are in use. And, after almost 40 years, I announced my intention to retire -- necessitating a search for a new president. The senior staff became involved in a strategic planning process which included assistance from members of the Budget and Control Board as well as the University of South Carolina. We are still in the process of reevaluating our mission statement, priorities, programs and goals.

We remain committed to children by providing pre-school education materials as well as our ongoing services to children in the K-12 arena. We also remain committed to adult learning through our continuing education programs and new technologies; and have expanded services to state agencies through the use of the Public Services Network.

Questions concerning this report should be addressed to SC ETV's Vice President for Administrative Services, David L. Crouch, at 737-3234.

Sincerely,


Henry J. Cauthen

Executive Summary

South Carolina ETV ended its 1996-97 fiscal year with a variety of exciting success stories. Through a renewed commitment to partnerships and fiscal responsibility, SC ETV focused on a vision of cost-effectively serving the educational and training needs of all South Carolinians.

Partnerships:

SC ETV partnered with the State Department of Education, the Office of Information Resources at the Budget and Control Board, BellSouth and other independent telephone companies for the first time to support funding for the Governor's K-12 School Technology Initiative. This "technology partnership" paved the way for other joint projects like SCINET days that encouraged K-12 schools around the state to wire their buildings for the Internet using local volunteers. The partnership also provided manpower and support for the wiring of ETV's new Telecommunications Center.

SC ETV developed new partnerships with companies around the state to install ETV BusinessLink downlink dishes that receive educational and training classes as well as seminars at the worksite.

SC ETV formed curriculum advisory groups for the Public Services Network to identify topics for telecourses and video series for use by law enforcement, fire service, city and county administrators, state and federal prosecutors, and EMS. In addition, SC ETV appointed eight Community Advisory Boards around the state to serve as the "eyes and ears" of the communities for the network and regional stations. And, the agency solidified relationships with the ETV Endowment by including Endowment staff at ETV Commission meetings.

In 1996-97, SC ETV pooled resources with the Office of Instructional Technology at the State Department of Education and the Math/Science Hubs in Spartanburg, Florence, and Charleston to train 350 teachers in using technology to teach science and math through the National Teacher Training Institute. A media specialists' advisory group was formed to encourage dialogue between SC ETV and school districts throughout the state.

SC ETV extended relationships with the Office of Information Resources to purchase and install two codec systems with capability to provide two-way videoconferencing and access to satellite transmission via codec for multipoint broadcasts. The multipoint broadcasts were done with the Governor's School for Math and Science and two higher education institutions.

SC ETV expanded partnerships with the National Association for the Education of Young Children, the National Head Start Association, the Children's Defense Fund and Stand for Children for production services and national video distribution.

SC ETV joined with the State Chamber of Commerce, the State Department of Commerce, and more than 50 public, private and academic institutions to form the South Carolina Export Consortium. This partnership encourages the growth of exports among South Carolina businesses by providing training classes and seminars delivered via the ETV satellite system.

Regional stations in Beaufort, Rock Hill, Spartanburg and Sumter continued to serve the regional needs of the state with timely local programs and outreach ventures. In addition, they provided much needed services to schools within their respective areas as well as services to the blind.

Financial Stability/Accountability

During the 1996-97 fiscal year the agency endeavored to achieve financial stability and accountability. SC ETV secured \$5.5 million in bond funds to assist in debt payment on the ETV Telecommunications Center--freeing up \$840,000 annually in operating funds which will lead to a more stable appropriation base.

SC ETV completed the budget process with no reduction in state funds for the first time in four years. The agency received \$5 million from the Governor's K-12 Technology Initiative in the state budget, including \$3.5 million to construct and equip six additional Distance Education Learning Centers and \$1.5 million to start digitization of ETV video resources.

A new internal budgeting process was implemented to assist the agency in better tracking costs and giving department heads more control over their budgets. In addition, SC ETV began the development of a long-term strategic plan to direct the agency's growth, development, and transition into the digital age.

The Commission also invited a management team from the Budget and Control Board to assess and evaluate SC ETV in preparation for the strategic planning process and initiated a series of departmental customer service training seminars for associates agency-wide.

South Carolina ETV broke new ground by opening the ETV Telecommunications Center in April of 1997 with an open house that drew more than 3,000 people from around the state. Educational Radio increased the radio schedule to 24 hours a day, and ETV debuted BRAINWAVES, a weekly program devoted solely to spotlighting the state's success stories in education. Funding from a partnership with BellSouth made the program possible.

SC ETV also increased from five to 30 the number of satellite receive sites at hospitals and health care institutions. Funding was provided through a variety of sources. The medical community also began receiving programs from BusinessLink. ETV Marketing published a new catalog and partnered with PRT to market *ETV Adventure Series* videos in the state's tourism catalog.

With the announcement of Henry J. Cauthen's intent to retire, the Commission formed a Search Committee to find a successor. And ETV engineers and technical support staff completed the satellite system in the state's K-12 schools with funding from the General Assembly.

SC ETV expanded the ETV web site to include the full Instructional Television Catalog as well as scheduling information for ETV satellite services and a full-service educational radio page. Finally, SC ETV coordinated 244 higher education courses over the digital satellite network originating from ten colleges and universities to ETV and then broadcast over satellite. Over 120 sites around the state received the courses.

MISSION STATEMENT

South Carolina ETV's mission is to provide a statewide educational communications network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significance to the general public.

PROGRAM DESCRIPTIONS

Priority Ranking: First

Program Name: K-12 (to include Early Childhood training and education)

Program Cost: Total = \$11,392,876; State = \$5,614,429

Program Goal: To help pre-school children throughout the state enter school "ready-to-learn."

To partner with the Department of Educational to enhance the educational opportunities--through educational television--of all K-12 children through the services of SC ETV. To eliminate geographical or economic barriers that may hamper a child's ability to have access to equal opportunities in learning. To empower a child through increased knowledge and understanding.

Program Objectives:

- To partner with a variety of organizations to produce programs that address the physical, educational, social, economic, and emotional well-being of young children.
- To offer Early Childhood programs that feature leaders from diverse communities and professions who share their visions, goals, and successes in working with and reconnecting children and adults in a meaningful way..
- To produce professional development programs that focus primarily on attitude and approach, keeping in mind that with support, specific skill enhancement will follow naturally.
- To produce public awareness videos that highlight people, programs, and events that serve and support children's needs and concerns.
- To produce parenting videos that provide information, tools, and strategies that help parents understand child development and create positive experiences for their children.
- To partner with local school districts through advisory groups, superintendents and media specialists so that the best teachers, ideas, and training methods can be shared district or statewide through the use of the Distance Education Learning Centers (formerly called Tape and Delay Centers).
- To provide courses in language as well as advanced placement courses often not available in rural or economically depressed areas.
- To pool resources with the Office of Instructional Technology at the State Department of Education and the Math/Science Hubs in Spartanburg, Florence, and Charleston to train teachers in the use of technology to teach science and math through the National Teacher Training Institute.
- To partner with the State Department of Education, the Office of Information Resources at the Budget and Control Board, BellSouth and other independent telephone companies to support funding for the Governor's K-12 School Technology Initiative.
- To provide ongoing Staff Development programs to K-12 schools.
- To install satellite dishes and receivers in all K-12 schools by Fall of 1997.

Performance Measures:

- SC ETV's early care and education programming was distributed via videotape and televised by local, state, national and international broadcasting entities. In conjunction with the PBS Adult Learning Service (ALS), the department's programs were distributed via satellite to be taped as audiovisual resources for use in classes, libraries and training

programs by college, universities, and others nationwide. These programs were also broadcast nationwide by local cable and public broadcasting stations.

- Within South Carolina, SC ETV provided education and training opportunities for parents and staff in child care centers and related agencies through a weekly half-hour statewide broadcast of parenting and early care and education programs. Many of these programs are used as a component of in-service training for child care directors and staff toward state licensing training requirements.
- The Early Childhood Production department expanded partnerships with the National Association for the Education of Young Children (NAEYC), the National Head Start Association, the Children's Defense Fund, and Stand for Children for production services and national video distribution. In 1996-97, 38 productions were completed. Topics included parenting, child advocacy, community education and more. Over 360 videos were distributed in South Carolina and 10,000 were sold nationally.
- School Services reached out to school districts around the state to form a media specialists' advisory group designed to encourage dialogue between SC ETV and local schools. The group met quarterly in 1996-97.
- SC ETV and ITV held joint Fall Regional Meetings with media specialists.
- SC ETV instituted monthly ETV/ITV meetings to improve coordination and communications.
- School Services worked on an instruction sheet for satellite operations for schools.
- 350 teachers were trained in the use of technology to teach science and math through the National Teacher Training Institute Math/Science Hubs in Spartanburg, Florence and Charleston.
- Through a technology partnership with the State Department of Education, the Office of Information Resources at the Budget and Control Board, BellSouth and other independent telephone companies, SC ETV became a part of SCINET, a project that encouraged K-12 schools around the state to wire their buildings for the internet by using local volunteers.
- Seven Distance Educational Learning Centers were created in 1996-97, bringing the total number to 28. These centers provide an opportunity for local districts to share valued teachers and new ideas district wide.
- Through short distance learning, language courses in Russian, Spanish, German and French were taught to 3,392 students in K-9. Advanced courses in Macroeconomics and Microeconomics were taught to 277 students nationally from the Rock Hill regional station, WNSC. Using the ETV system, students who enrolled in these courses had access to expanded academic opportunities not immediately available on their own campuses.
- SC ETV engineers and technical support staff worked throughout the 1996-97 year to install satellite dishes and receivers at each K-12 school in the state. With the exception of those schools under construction, SC ETV successfully had dish and receivers installed by the opening of the 1997-98 school year.
- SC ETV received \$5 million from the Governor's K-12 Technology Initiative in the state budget, including \$3.5 million to construct six additional Distance Education Learning Centers.
- SC ETV expanded its web site to include the full Instructional Television catalog, and scheduling information for teachers and media specialists.

Priority Ranking: Second

Program Name: Higher Education

Program Cost: Total = \$2,213,006; State = \$1,778,307

Program Goal: To provide citizens of the state with post-secondary learning opportunities from public and independent colleges and universities. To provide access to certificates and/or degrees through educational technologies from more than 30 higher education institutions providing programs from GEDs to Ph.D.'s. To provide higher education and continuing education to business, industry and the health care communities through BusinessLink.

Program Objectives:

- Develop partnership opportunities with all SC colleges and universities to encourage increased utilization of SC ETV's learning and information technologies throughout the state and other areas through the virtual networks.
- To encourage academic leadership in SC to incorporate the SC ETV technologies into their curriculum strategies with a great emphasis on digital satellite utilization.
- To provide one-stop-shopping for SC institutions of higher education in getting their courses scheduled and on line with the digital satellite with a strong customer service emphasis.
- Provide increased utilization of the digital satellite by health care users in SC by partnering with hospitals, insurance companies, Area Health Education Centers, medical schools, medical and hospital associations, and clinics to have more satellite dishes installed and more programs presented.
- To provide higher education classes at all levels and continuing education training to adults at the workplace by installing satellite downlinks at manufacturing plants and businesses.
- To partner with the South Carolina Chamber of Commerce, SC Department of Commerce, USC College of Business, Clemson College of Business, Trident Technical College, Midlands Technical College, and over 40 additional partners in the SC Export Consortium which provides export training to businesses in South Carolina over the SC ETV digital satellite network.
- To partner with the SC Department of Education Adult Education, the SC Literacy Resource Center, and model adult education, workplace, and literacy programs to use distance education as a way of reaching an increased adult population at the workplace and to share expert teaching to under served rural adult education programs.

Performance Measures:

- SC ETV has provided the leadership in developing the state's Partnership of Higher Education Learning Technology among all SC public and independent colleges and universities. The group has been developing communications and strategies for utilization and marketing distance learning over satellite, compressed video, Internet, telecourses and other learning technologies.
- SC ETV, through the Continuing Education Division, presented a live, interactive satellite and powerpoint presentation to the SC Association of Public and Independent College and University Presidents annual meeting at Presbyterian College. This was followed up with on campus visits to over 38 colleges and universities to academic deans

and distance education directors.

- SC ETV provided distance learning services for 11 colleges and universities in South Carolina to deliver 277 undergraduate and graduate courses. The approximate enrollment was 9,500 and students participated in four states besides South Carolina. The services included a streamlined scheduling system including quick turnaround for the institutions to market a toll-free customer service line available from 8:00 am to 8:00 pm during the weekdays, marketing through the Web Page, efficient access to the SC ETV Master Control for origination sites and satellite technical service provided quickly. This could all be accomplished by calling one number, the director of higher education.
- Through various partnerships, commitments were made to increase the installation of satellite dishes and receivers from four to 40 during this time frame. Although the primary programming has always been from MUSC through their Health Communications Network over the SC ETV network, the digital satellite provided greater reception opportunities. Increased programming includes more nursing courses from four institutions, two weekly grand rounds from the USC School of Medicine, AHEC programming, BusinessLink programming, DHEC and national video passthroughs.
- SC ETV Business Link has installed 62 satellite downlink sites at business and industry locations where employees are enrolled in higher education classes.
- SC ETV BusinessLink has recently installed seven satellite downlink sites at Chambers in Charleston, Columbia, Florence, Greenville, Greer, Rock Hill, and Spartanburg. To date, BusinessLink has over 60 sites.
- SC ETV BusinessLink is piloting a Basic Math Class to business sites and rural adult education sites which measure the effectiveness of satellite based distance education classes. SC ETV BusinessLink broadcasts the entire course of GED and a Basic Math course developed by Kentucky Education Television three times a year for a total of 81 hours of basic skills training.

Priority Ranking: Third

Program Name: Agency Services

Program Cost: Total = \$1,776,881; State = \$1,506,443

Program Goal: To work with other state agencies so that state employees may receive cost-efficient, valuable, and often mandated, training in their own communities. To increase the knowledge and training opportunities for state employees. To use SC ETV's media technology to assist other state agencies as they strive to achieve their various service missions to the state.

Program Objectives:

- To provide access to SC ETV Teletraining resources for all state agencies that elect to use distance learning technologies to meet statewide training goals.
- To install SC ETV Digital Satellite receivers at state agency locations previously served by ITFS technology and at locations previously unserved. Continue development of the infrastructure needed statewide, so that local agencies (i.e. Fire Service, EMS, Law Enforcement) can continue to receive programs.
- To partner with agencies and professional associations in the development of Teletraining projects that will enhance the quality of services provided to South Carolinians at large.
- To increase awareness of and utilization of SC ETV media services by other state agencies.
- In the production of media projects for other agencies, to continue to emphasize economic development, employee training, and adult education issues.
- To assist other agencies in preparing media materials at significant cost-savings to the state.
- To continue the search and acquisition of continuing education video products for the Public Services Network (PSN) users and develop partnerships with state and national agencies which provide continuing education opportunities for PSN members.

Performance Measures:

- SC ETV Teletraining worked with 50 state agencies during this reporting period. 432 teleconferences were produced and delivered, consisting of 319 audioconferences and 113 video teleconferences.
- Satellite receivers were installed at 23 regional offices of the Department of Health and Environmental Control and four hospitals of the SC Department of Mental Health to replace existing ITFS technology. New receivers were installed at Archives and History, and at four offices of the Commission for the Blind statewide.
- PSN presently has 93 satellite receive sites located statewide in law enforcement agencies, fire departments, and courthouses. At those 93 sites, 154 agencies receive continuing education programs including mandated training requirements for many PSN users. PSN offered 749 program hours and 121 hours of teleconference programming.
- Partnerships were maintained with the SC Bar Association (26 teleconferences delivered, 2,964 attorneys trained); the SC Municipal Association (six teleconferences delivered to train newly elected city and county officials); DSS and the USC Center for Family Studies (31 teleconferences delivered for foster parent orientation, foster parent pre-service and foster parent certification statewide).

- The number of media projects produced for agencies increased from 60 in 1995-96 to 83 in 1997-98. Plans for a comprehensive survey of agency awareness and use of state agency services were begun with completion targeted for 1997-98.
- Of the 83 media projects produced in 1996-97, 12 were directly related to economic development, nine were directed at training needs, and the remainder were produced primarily to assist other state agencies in communicating with the public about critical issues in areas including consumer fraud, drug abuse, and other critical health issues.
- Because SC ETV provides personnel and equipment at 15 percent of comparable market rates, its services in the production of training materials, video inserts, public service announcements and the like continue to stretch limited state agency budgets.
- Programs offered on PSN are now available on a regular basis from the FBI Academy, Federal Law Enforcement Training Center, National Fire Academy, FEMT, California Satellite Training Post, SC Criminal Justice Academy, and the SC Fire Academy.
- Partnerships have been developed in the state level organizations which provide training for PSN members. Through PSN, the SC Criminal Justice Academy trained 16,000 police officers and produced 12 taped videos known as "Crime to Court" offered statewide through the Police Line services. In partnership with SC Court Administration, SC ETV produced video training for 8,600 magistrates and municipal judges (working with the SC Bar Association, PSN assisted 2,964 attorneys as they received mandated continuing legal education training through 26 teleconferences). A partnership with the US Attorney for South Carolina produced three national teleconferences.
- PSN provided technical assistance to the US Attorney's Office, SC Sheriffs' Association, SC Solicitor's Association, SC Governor's Office, and the SC Association of Counties in the production of live teleconference events broadcast statewide.

Priority Ranking: Fourth

Program Name: Community Education

Program Cost: Total = \$3,306,011; State = \$1,142,341

Program Goal: To provide television and radio over the open circuit that will teach, illuminate and inspire. To use television as a tool to enhance and enrich daily life rather than demean, degrade or present violent images.

Program Objectives:

- To create local programs with local, educational interest.
- To partner with the Public Broadcasting Service, the American Program Service, NPR and others to acquire exceptional programs for the general public.

Performance Measures:

- SC ETV continues to provide exceptional programs. Local programs include NATURESCENE (which also has a national audience) with ongoing walks with naturalist Rudy Mancke and host Jim Welch. NATURESCENE is one of SC ETV's most watched programs. Rudy Mancke does extensive outreach work with community groups and schools as a guest speaker. He frequently takes senior citizens and young children on nature walks in South Carolina. NATURESCENE programs are incorporated in the curriculum of many science teachers throughout the state.
- JOBMAN CARAVAN -- now in its 29th year continues to provide essential information to the African American community. Once primarily charged with helping young African Americans find employment, the program has expanded to include discussions of issues pertinent to the African American community.
- In partnership with PRT, SC ETV produces PALMETTO PLACES, a weekly exploration of cities and towns in South Carolina. ETV's video marketing catalog -- *Video Adventures* -- was featured in the state's tourism catalog. Video sales from the catalog remain steady.
- MAKING IT GROW!, another local production co-produced by WJWJ in Sumter and the Clemson Extension Service, featured horticulturist Rowland Alston and guest panelists who give South Carolina viewers regional specific advice on planting, pruning and harvesting.
- PBS programs purchased by the ETV Endowment allowed South Carolina viewers to learn from documentaries such as "Jefferson" produced by the award-winning filmmaker Ken Burns. Science and nature programs educated viewers in the 1996-1997 fiscal year in the form of NOVA's or NATIONAL GEOGRAPHIC SPECIALS. And thousands of South Carolinians tuned-in to watch how-to programs such as THIS OLD HOUSE and SEWING WITH NANCY.
- Educational Radio filled a void by providing 24 hours of exceptional music and commentary. Listeners were offered classical, jazz, folk and celtic music along with RADIO READER and RABBIT EARS.
- SC ETV's partnership with the ETV Endowment saw an increase of 4.4 percent in membership dollars over 1996, raising more than \$2.8 million to make possible the public broadcasting schedule on ETV and Educational Radio. Over 150 companies matched their employee's gifts to the Endowment. Membership is 42,000 families.

Priority Ranking: Fifth

Program Name: Public Affairs

Program Cost: Total = \$1,357,105; State = \$408,097

Program Goal: To create a greater awareness among the general population about issues that are important to the state and people of South Carolina.

Program Objectives:

- To produce several programs each year that illuminate and educate viewers about issues critical to the state.
- To acquire programs from PBS, NPR and other sources that illuminate and educate viewers about issues critical to the nation.

Performance Measures:

- South Carolina ETV provided pool coverage for the Governor's State of the State.
- SC ETV provided extensive coverage of the Black Family Summit.
- SC ETV provided, for the 10th year, the Black History Teleconference, a mentoring program designed to link South Carolina African American high school students with successful African American leaders.
- SC ETV produced weekly coverage of the General Assembly for STATEHOUSE WEEK, keeping the citizens abreast of issues critical to their lives.
- SC ETV provided election coverage on both a statewide and national level during 1996 presidential election. National programs included the "Presidential Debates," a "Firing Line Special Debate," and "Vote for Me: Politics in America."
- SC ETV, in partnership with the Department of Education's Office of Instructional Technology, produced SEARED SOULS: SOUTH CAROLINA VOICES OF THE Holocaust -- a powerful and moving record of survivors and liberators of the Nazi death camps who became South Carolinians. A screening of the film was a centerpiece of the Grand Opening events with many participants in the film attending. Use of this video extends to the classroom.
- WJWJ in Beaufort offered nightly local news to viewers within its signal range.

Priority Ranking: Sixth

Program Name: Cultural and Performing Arts

Program Cost: Total = \$688,934; State = \$302,876

Program Goal: To provide an outlet for exceptional arts performances such as ballet, opera, and the symphony. To expose South Carolinians to differing culture and art forms.

Program Objectives:

- To produce several performance art pieces each year.
- To acquire performance art, biographical sketches of artists, or productions based on great works for general audiences.

Performance Measures:

- South Carolina ETV and Educational Radio produced programs for general audiences from Spoleto. Distributed nationally, with the SC ETV logo, the programs provided additional positive coverage of Spoleto, Charleston and the state.
- South Carolina producers continued to provide the longest running jazz program on NPR, MARIAN MCPARTLAND's PIANO JAZZ. This year's offerings included a performance during SC ETV's Grand Opening of the Telecommunications Center featuring Ms. McPartland and Bobby Short. The program was taped for a national audience.
- SC ETV produced a monthly art program, VERVE!, highlighting South Carolina artists and their work.
- SC ETV continued to bring the Governor's Carolighting to South Carolinians as a special holiday offering.
- SC ETV, in partnership with the ETV Endowment, brings South Carolina viewers front row seats to GREAT PERFORMANCES which, in the 1996-1997 fiscal year offered everything from jazz to dance to gospel music to classical; SC ETV also offered programs such as LIVE FROM THE MET for opera enthusiasts.
- In an eight-part series SC ETV and PBS brought AMERICAN VISIONS to South Carolina viewers with a history of America's people and places as seen through her art.
- SC ETV presented national programs over PBS on Matisse, and architect I. M. Pei
- South Carolina Educational Radio provided symphony orchestras from across the United States, including the Baltimore Symphony Orchestra, the St. Louis Symphony, the Pittsburgh Symphony Orchestra and the Detroit Symphony Orchestra.
- South Carolina Educational Radio brought listeners the works of Beethoven, Mozart, Schuman, Berlioz, Haydn, and Vivaldi -- just to name a few.
- SC ETV offered MASTERPIECE THEATRE presentations with works such as *Persuasion* by Jane Austin, and Daphne DuMaurier's *Rebecca*.
- South Carolina ETV made good on it's promise to provide television that would teach and inspire.